# Bachelor of Arts – Bachelor of Business

Arts Major

Marketing Strategy and Analytics

2027 ENTRY

## Useful study planning / Enrolment resources

| | | | |
|---|---|---|---|
| Course and Subject Handbook | Academic Calendars | Class Registration | Enrolment Resources |

**Attention International Student visa holders:** To remain compliant with enrolment requirements as a Student visa holder, you are required to enrol in at least one On-Campus, Multi-Modal or WIL subject offering in each compulsory study period and you cannot enrol in more than one third (33%) of your total course load through online or distance learning. To complete your course within your CoE duration, maintain sufficient subject enrolment. If only Online subject offerings are available in a compulsory study period, contact enrolments@jcu.edu.au urgently for enrolment advice.

**How to read this planner**

**PREREQ** Prerequisite information **ONLINE** Online offering **PLACEMENT** Placement requirement

## 2027

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| | BU1003:03 Principles of Economics | BU1002:03 Accounting for Decision Making |
| | BU1007:03 Principles of Data Analysis for Business | BU1104:03 Introduction to Management Concepts and Application |
| | BU1105:03 Professional and Academic Skills for Business | SS1010:03 Australian People: Indigeneity and Multiculturalism |

## 2028

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| CU1010:03 Effective Writing<br>**MULTI-MODAL** Cairns offered in TR2 | BU2108:03 Marketing Matters | BU2111:03 Business Law |
| SC1101:03 Science, Technology and Truth | SC2101:03 Solving Complex Problems in a Changing World<br>**PREREQ:** 21 credit points of tertiary study | **Marketing Strategy and Analytics**<br>BX2081:03 Consumer Behaviour<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 |
| Select 3 credit points of any undergraduate subjects | | **Marketing Strategy and Analytics**<br>BX2084:03 Sales, Services, Business Development and the Digital Frontier<br>**PREREQ:** BU1108 or BU2108 |

## 2029

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| **Arts Major** | **Marketing Strategy and Analytics**<br>BX3181:03 Social Surveys and Questionnaire Design<br>**PREREQ:** BU1007 or PY2103, BU1108 or BU1808 or BU2108 and 12 credit points | **Arts Major** |
| **Marketing Strategy and Analytics**<br>BX2082:03 Advertising, Promotions and Mobile Marketing<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 – allow concurrent with BU1108 or BU2108 or BU1808 | **Marketing Strategy and Analytics**<br>BX3186:03 Marketing for Social Change<br>**PREREQ:** 24 credit points of subjects or as approved by the subject coordinator | **Marketing Strategy and Analytics**<br>BX3081:03 Social Media Marketing<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects |
| **Marketing Strategy and Analytics**<br>BX2184:03 Marketing, Consumerism and Sustainability<br>**PREREQ:** BU1108 or BU1808 or BU1008 or BU2208 or BU1908 or BU2108 | | Select 3 credit points of any Level 2 or 3 Humanities, Arts and Social Science subjects |

## 2030

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| **Arts Major** | BU3101:03 Professional Internship<br>**PREREQ:** 36 credit points of BU or BX subjects, or (at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.)<br>Offered TR2, TR3, B6<br>**OR**<br>BU3102:03 Multidisciplinary Project<br>**PREREQ:** 36 credit points of BU or BX subjects, or at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.<br>Offered TR2<br>**OR**<br>BU3103:03 Independent Project<br>**PREREQ:** 36 credit points of BU or BX subjects, or at the discretion of the Dean. All students must complete compulsory WIL preparation in full to be eligible to apply for a WIL capstone subject.<br>Offered TR2, TR3 | **Arts Major** |
| **Marketing Strategy and Analytics**<br>BX3082:03 International Marketing in the Global Village<br>**PREREQ:** BU1108 or BU2108 or BU1008 or BU2208 or BU1908 or BU1808 and 18 credit points of subjects | SC3101:03 Transforming Professional Futures: From Ideas to Action<br>**PREREQ:** 45 credit points of tertiary study | **Arts Major** |
| Select 3 credit points of any Level 2 or 3 Humanities, Arts and Social Science subjects | **Arts Major** | |

## 2031

| TRIMESTER 1 | TRIMESTER 2 | TRIMESTER 3 |
|---|---|---|
| **Arts Major** | | |
| **Arts Major** | | |
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## Course Handbook

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|---|---|
| Bachelor of Arts<br>Bachelor of Business | Arts Major<br>Marketing Strategy and Analytics |

*Tip: Use this planner with the Course and Subject Handbook each enrolment period to confirm availability, prerequisites and campus/mode requirements.*

## Course Notes

A maximum of 30 credit points may be taken at level 1
A minimum of 18 credit points must be taken at level 2
A minimum of 18 credit points must be taken at level 3 or higher

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|---|---|
| **Award Title** | Bachelor of Arts – Bachelor of Business |
| **Abbreviation** | BA-BBus |
| **Credit Points** | 96 |
| **AQF Level** | Level 7 – Bachelor Degree |
| **Location** | Townsville Bebegu Yumba, Cairns Nguma-bada, JCU Online |
| **Division** | Academy |
| **College** | College of Arts, Society and Education |
| **Expected Time to Complete** | 4 years |
| **Maximum Time to Complete** | 9 years |
| **Maximum Leave of Absence** | 1 year |
| **CRICOS Code** | 036644M |